

## **Abstract**

Bachelor's thesis 'Alternative themes and approach: media activism in the Czech milieu' deals with dissimilar forms of so-called media activism. The main goal of this paper is to describe activities that under comprehensive denotation 'media activism' are aimed at promoting unpopular agenda or alternative approach to social themes and problems in nontraditional ways, scilicet in the context of the Czech milieu. The thesis tries to answer the question whether the Czech media activism absorbed the trends from Western Europe countries and the USA or not, prospectively if it drags behind. Another purpose of the thesis is also to discover at what certain extent is media activism influenced by new media and how media activists use them.